**Syllabus Web Hunt**

Directions: Each question contains a hyperlink that will take you to a website where you can find the answer (s) to the question. Some of the information will be easy to find while others will require you to read or to search for information to answer them. Make sure you answer each question before moving on.

1. [Based on this ad](http://www.google.com/imgres?um=1&hl=en&biw=1278&bih=621&tbm=isch&tbnid=7XeHgig42keZiM:&imgrefurl=http://www.no-smoke.org/htmlpage.php%3Fid%3D100&docid=cu1uDLYZn3k0gM&imgurl=http://no-smoke.org/images/jimproof2.JPG&w=1963&h=643&ei=w8FLULSrN-KS2QWz6oCIAg&zoom=1&iact=hc&vpx=861&vpy=179&dur=2620&hovh=128&hovw=393&tx=265&ty=89&sig=112274395014655633918&page=1&tbnh=57&tbnw=173&start=0&ndsp=18&ved=1t:429,r:5,s:0,i:88), what is the answer to Media Literacy Question #5 (why was this created?)
2. What [techniques are used](http://www.google.com/imgres?um=1&hl=en&biw=1278&bih=621&tbm=isch&tbnid=rMFGzjMAr2x3YM:&imgrefurl=http://www.thegraphicdesignschool.com/blog/tutorials/create-an-iphone-advertising-poster/&docid=aPKJYy7k5j8oSM&imgurl=http://www.thegraphicdesignschool.com/blog/wp-content/uploads/2009/03/iphone-ad-small.jpg&w=610&h=460&ei=usNLUOX-AsWc2QWQt4CABA&zoom=1&iact=hc&vpx=114&vpy=179&dur=801&hovh=195&hovw=259&tx=152&ty=107&sig=112274395014655633918&page=1&tbnh=122&tbnw=167&start=0&ndsp=23&ved=1t:429,r:0,s:0,i:139) to get your attention in this ad?
3. Describe the [new Microsoft Logo](http://news.cnet.com/8301-10805_3-57498981-75/microsoft-squares-off-with-new-logo/)?
   1. What three products are being released by Microsoft soon? (uses the same link as question 3)
4. When was the last time that the [Detroit Pistons](http://www.sportslogos.net/team.php?id=223) changed the team logo?
5. How much money is expected to be [spent on TV advertising](http://washington.cbslocal.com/2012/09/08/presidential-campaign-tv-ad-spending-expected-to-surpass-1-billion/) for the 2012 Presidential Campaign?
6. What was the [first Presidential election](http://www.museum.tv/eotvsection.php?entrycode=politicalpro) that had an extensive use of television advertising?
7. In what year was [advertising for cigarettes](http://westlawinsider.com/today-in-legal-history/today-in-1970-public-health-cigarette-smoking-act-is-signed-into-law/) on television and radio made illegal?
   1. What President signed this Act into law? (uses the same link as question 7)
8. NBC allows sales for advertisements of alcoholic drinks if the audience is at least [what percentage of viewers](http://adage.com/article/news/hard-time-liquor-advertising-pours-tv/234733/) over the age of 21?
9. In 2010, what were the [top three brands](http://abcnews.go.com/Business/kids-mcdonalds-toyota-disney/story?id=10333145) recognized by children?
10. Name at least [two products](http://www.nytimes.com/2012/06/05/business/media/in-nutrition-initiative-disney-to-restrict-advertising.html?pagewanted=all) that Disney will no longer allow to advertise during Saturday morning cartoons.
11. When did the first [Google Doodle](http://www.time.com/time/photogallery/0,29307,1975305,00.html) appear on the Google search engine?
12. Go to [Google](http://www.google.com) and type in your whole name.
    1. What kinds of results did you find?
    2. How many results were returned?(hint: look at the top for the number)
13. How much less does the [average model weigh](http://abcnews.go.com/blogs/headlines/2012/01/most-models-meet-criteria-for-anorexia-size-6-is-plus-size-magazine/) than the average woman?
    1. What is the size of the average plus sized model now? (use the same link as question 13)
14. How many hours on average do kids [spend in school and watching TV](http://www.nccev.org/violence/statistics/statistics-media.html)?
15. According to [Rotten Tomatoes](http://www.rottentomatoes.com/m/titanic/), what percentage of people liked the movie Titanic?
    1. Using this same website search for your favorite movie: What percentage liked it?